



Tennessee Labor Market Report

Bill Lee
Governor

Jeff McCord
Commissioner

October
2019

Highlights

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Black Friday & Cyber Monday

Black Friday is considered to be the start of the Holiday Shopping Season, but its origins were not always so merry. On September 24, 1869, a conspiracy was unraveled that showed two Wall Street financiers, Jay Gould and Jim Fisk, tried to buy up as much of the nation's gold in the hopes that they could drive up the price and sell it for a higher profit. The stock market started to crash which led to many people, from Wall Street to farmers, going bankrupt. This is the first reported use of the term "Black Friday."

By the 1950's, the term was used by the Philadelphia police to describe the day after Thanksgiving. The police were not able to take that day off due to the enormous amounts of shoppers and tourists visiting Philadelphia in preparations for the Army-Navy football game held on that Saturday. Many shoplifters took advantage of the chaos, which led to the police using the term to describe the turmoil.

The New York Times was the first to use the term Black Friday to refer to "the busiest shopping and traffic day of the year." However, the term was only used to describe the city of Philadelphia. It wasn't until the late 1980's that merchants started to use the term nationwide to refer to when they were no longer "in the red," and making a profit off of holiday sales. However, many shoppers who wanted to partake in the seasonal sale, but did not want to deal with the crowds, would shop at their desks when they returned to work on Monday. In 2005, the National Retail Federation started referring to this phenomenon as Cyber Monday.

Shopping Trends

The National Retail Federation reported that in 2017 there were 174 million Americans who shopped from Thanksgiving through Cyber Monday. During that same time period in 2018, the total number of American shoppers dropped to 165 million. The average shopper spent about \$335.47 on gifts and other holiday items in 2017, and in 2018 the amount of money spent went down to an average of about \$313.29. Roughly 69 percent of the money spent in 2018, or about \$217.37,

was specifically spent on gifts.

The biggest spenders during 2017 were millennials, those between the ages of 24 and 35, spending an average of \$419.52 per person. Gen Xers and older millennials, those between the ages of 35 and 44, spent the most in 2018. Their spending averaged about \$413.05 per person. In addition, younger millennials and Gen Zers, ages 18 to 24, spent the most on themselves when compared to any other generation, at an average of \$149 in 2018. Prosper Executive Vice President of Strategy Phil Rist was quoted as saying, "These young shoppers have become savvier when it comes to their research by leveraging social media to find inspiration for their purchasing decisions and used the holiday weekend to splurge on non-gift purchases for the season." The National Retail Federation reported that 66 percent of shoppers in 2018 used a mobile device to make holiday purchase decisions. Shoppers between the ages of 18 and 24 used their mobile device to make decisions 88 percent of the time, and those between the ages of 25 to 34 used their mobile device 87 percent of the time.

About 25 percent of shoppers only made purchases online during 2018; this is down from 33 percent in 2017. There was also a decrease in the percentage of shoppers that only shopped in stores from 29 percent in 2017 down to 21 percent in 2018. The increase was in the percentage of shoppers that shopped both in stores and online. The percentage jumped from 37 percent in 2017 to 54 percent in 2018. The multichannel shoppers also outspent the single-channel shoppers by up to \$93 on average.

For those that shopped online in 2018, 17 percent used Facebook to look for information about Thanksgiving weekend sales and promotions, 9 percent used Instagram, 4 percent used Pinterest, and 4 percent used Twitter. Those that used Facebook the most were between the ages of 25 and 34 with 28 percent using the platform as a source, and those that used Instagram the most were between the ages of 18 and 24 with 21 percent using the platform to make purchasing decisions.

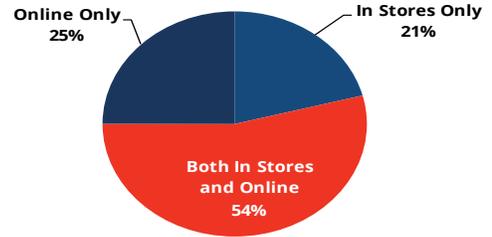
2018 Thanksgiving Weekend Statistics

Types of Shoppers in 2018



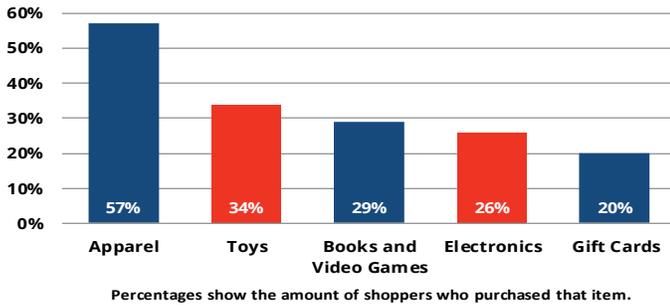
Source: NRF's Annual Thanksgiving Holiday Trends Consumer Survey 2018, conducted by Prosper Insights & Analytics

Percentage of Shoppers by Channel, 2018



Source: NRF's Annual Thanksgiving Holiday Trends Consumer Survey 2018, conducted by Prosper Insights & Analytics

Top Purchases in 2018



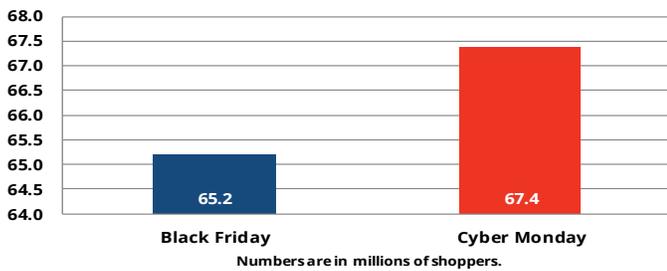
Source: NRF's Annual Thanksgiving Holiday Trends Consumer Survey 2018, conducted by Prosper Insights & Analytics

Top Shopping Destinations in 2018



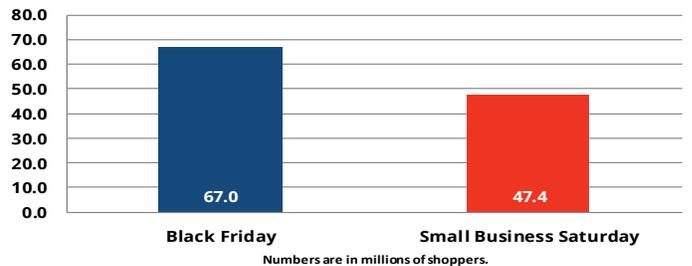
Source: NRF's Annual Thanksgiving Holiday Trends Consumer Survey 2018, conducted by Prosper Insights & Analytics

The Most Popular Day to Shop Online



Source: NRF's Annual Thanksgiving Holiday Trends Consumer Survey 2018, conducted by Prosper Insights & Analytics

The Most Popular Day for In-Store Shopping



Source: NRF's Annual Thanksgiving Holiday Trends Consumer Survey 2018, conducted by Prosper Insights & Analytics

Tennessee Civilian Labor Workforce 1989-Present

County Unemployment Rates*

(NUMBERS IN THOUSANDS)

MONTHLY DATA NOT SEASONALLY ADJUSTED

Year and Month	Civilian Labor Force						Unemployed	
	Total	Employment	Employed			Number	Rate (%)	
			Nonfarm Employment					
			**Manu- facturing	**Trade	**Services			
1989	2,367.3	2,247.2	2,167.2	524.5	508.4	467.2	120.2	5.1 %
1990	2,394.7	2,266.8	2,193.2	493.4	379.1	611.0	128.0	5.3
1991	2,413.7	2,250.6	2,183.6	480.3	373.0	626.7	163.1	6.8
1992	2,457.2	2,297.4	2,245.0	492.8	374.1	664.8	159.8	6.5
1993	2,526.9	2,380.5	2,328.5	502.8	382.5	709.8	146.4	5.8
1994	2,659.9	2,531.1	2,423.0	513.8	398.4	751.4	128.8	4.8
1995	2,732.2	2,591.5	2,498.9	518.0	412.6	795.0	140.7	5.2
1996	2,767.0	2,623.8	2,533.3	501.5	420.9	814.3	143.2	5.2
1997	2,786.1	2,639.2	2,584.0	498.0	430.5	849.7	146.9	5.3
1998	2,812.4	2,691.5	2,638.4	498.6	437.1	875.7	120.9	4.3
1999	2,852.4	2,739.2	2,685.3	494.7	443.6	900.8	113.3	4.0
2000	2,843.1	2,733.3	2,728.9	488.1	447.5	930.9	109.8	3.9
2001	2,861.3	2,731.0	2,688.3	454.2	446.6	921.5	130.4	4.6
2002	2,906.6	2,756.1	2,664.4	428.5	438.7	938.0	150.5	5.2
2003	2,912.2	2,748.1	2,667.5	414.1	440.8	950.3	164.0	5.6
2004	2,878.7	2,725.1	2,706.1	411.8	447.5	978.7	153.6	5.3
2005	2,904.8	2,743.4	2,743.1	408.8	454.6	1,005.6	161.4	5.6
2006	3,036.0	2,878.5	2,783.1	400.1	460.6	1,030.4	157.6	5.2
2007	3,063.7	2,920.4	2,797.4	380.0	463.5	1,052.8	143.3	4.7
2008	3,054.8	2,853.7	2,774.8	361.0	457.0	1,058.2	201.0	6.6
2009	3,052.7	2,733.1	2,619.8	309.2	427.8	1,025.3	319.6	10.5
2010	3,090.8	2,792.1	2,619.8	298.9	423.5	1,041.2	298.7	9.7
2011	3,125.3	2,844.7	2,661.4	304.4	427.1	1,076.8	280.6	9.0
2012	3,100.7	2,857.9	2,714.0	313.4	433.3	1,112.2	242.7	7.8
2013	3,072.5	2,832.9	2,749.7	318.8	437.2	1,139.2	239.6	7.8
2014	3,024.2	2,825.1	2,822.1	322.7	438.9	1,188.3	199.1	6.6
2015	3,061.5	2,889.4	2,893.7	330.8	443.0	1,227.9	172.1	5.6
2016	3,128.9	2,981.6	2,965.3	341.7	450.8	1,262.6	147.3	4.7
2017	3,190.2	3,070.3	3,011.3	346.3	454.1	1,285.8	119.9	3.8
2018	3,244.9	3,131.7	3,060.3	350.7	457.3	1,309.7	113.3	3.5
2019								
January	3,266.3	3,146.5	3,060.8	352.8	457.5	1,296.9	119.9	3.7 %
February	3,299.4	3,195.2	3,077.3	356.5	457.5	1,307.2	104.2	3.2
March	3,330.6	3,220.2	3,084.6	355.1	455.5	1,313.3	110.4	3.3
April	3,336.6	3,245.2	3,104.2	354.9	454.7	1,328.8	91.4	2.7
May	3,362.9	3,260.7	3,112.6	356.5	460.3	1,332.3	102.2	3.0
June	3,391.5	3,255.5	3,100.0	359.8	460.6	1,342.7	136.0	4.0
July	3,403.4	3,258.1	3,090.2	360.4	459.8	1,339.4	145.3	4.3
August	3,351.6	3,238.7	3,110.9	359.5	457.1	1,348.1	113.0	3.4
September (r)	3,348.9	3,244.2	3,136.1	359.2	455.5	1,350.7	104.7	3.1
October (p)	3,355.4	3,249.1	3,142.9	352.7	459.5	1,355.0	106.4	3.2
November								
December								

(r)=revised

(p)=preliminary

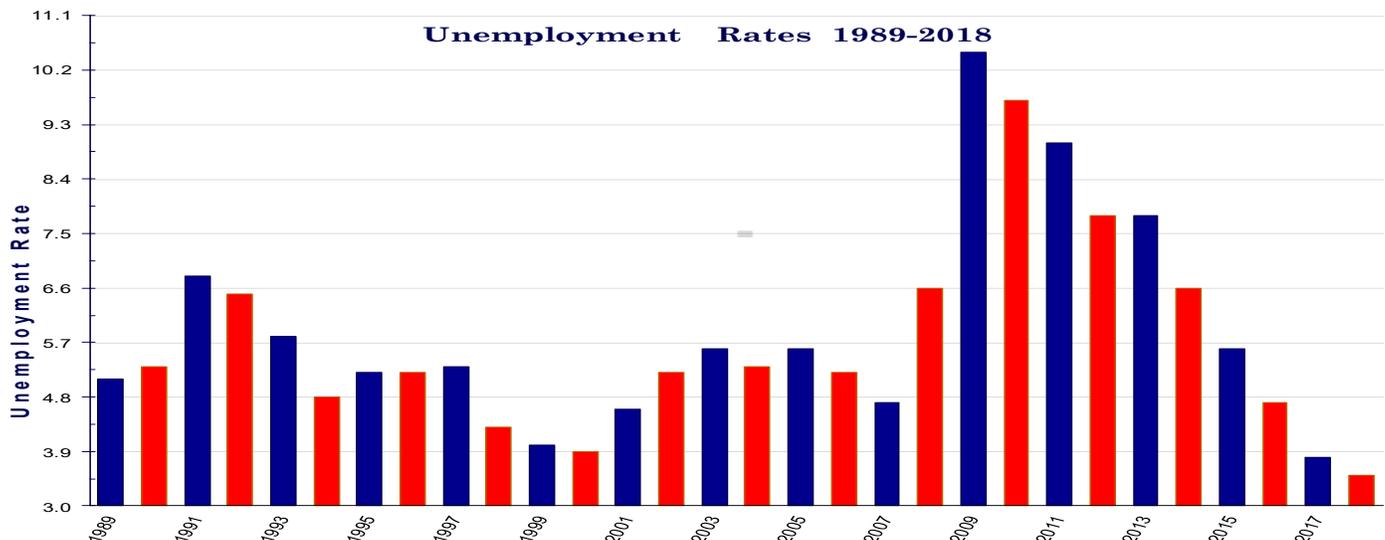
Trade = Wholesale and Retail Trade

**These industries not comparable to industry employment data before 1990 because of changes to NAICS coding system.

Services = Professional/Business Services, Educational/Health Services, Leisure/Hospitality, and Other Services.

County	Oct	Oct	County	Oct	Oct
	2018	2019		2018	2019
Anderson	3.7	3.4	Lauderdale	5.7	5.0
Bedford	3.5	3.6	Lawrence	3.7	4.6
Benton	4.5	4.4	Lewis	3.8	5.8
Bledsoe	5.5	4.7	Lincoln	2.8	4.3
Blount	3.0	3.0	Loudon	3.2	3.0
Bradley	3.4	3.2	Macon	2.9	3.1
Campbell	4.5	4.2	Madison	3.5	3.4
Cannon	3.1	2.9	Marion	4.3	4.1
Carroll	4.7	4.4	Marshall	3.2	5.0
Carter	3.7	3.5	Maury	2.8	6.0
Cheatham	2.6	2.3	McMinn	3.7	3.4
Chester	3.4	3.2	McNairy	4.8	4.5
Claiborne	3.9	3.7	Meigs	4.1	3.7
Clay	4.2	5.2	Monroe	3.4	3.4
Cocke	3.9	3.8	Montgomery	3.6	3.4
Coffee	3.2	2.9	Moore	2.8	2.6
Crockett	3.6	3.1	Morgan	4.2	3.4
Cumberland	3.9	3.7	Obion	4.8	4.0
Davidson	2.5	2.3	Overton	3.4	3.0
Decatur	4.2	5.9	Perry	4.1	8.0
DeKalb	4.4	5.1	Pickett	4.0	3.8
Dickson	2.8	2.7	Polk	3.8	3.5
Dyer	4.2	4.5	Putnam	3.3	3.1
Fayette	3.9	3.6	Rhea	4.5	4.6
Fentress	3.8	4.0	Roane	3.8	3.5
Franklin	3.1	3.2	Robertson	3.0	2.6
Gibson	4.2	4.1	Rutherford	2.6	2.4
Giles	3.4	4.3	Scott	4.2	3.8
Grainger	3.6	3.4	Sequatchie	3.9	4.2
Greene	4.5	4.3	Sevier	2.7	2.4
Grundy	4.1	4.1	Shelby	4.0	3.7
Hamblen	3.5	3.7	Smith	2.7	2.7
Hamilton	3.3	3.0	Stewart	4.4	3.9
Hancock	4.7	5.5	Sullivan	3.5	3.3
Hardeman	5.0	5.1	Sumner	2.6	2.5
Hardin	4.1	3.8	Tipton	3.9	3.6
Hawkins	3.6	4.1	Trousdale	2.8	2.6
Haywood	5.0	4.3	Unicoi	4.3	4.2
Henderson	4.1	4.9	Union	3.9	3.4
Henry	4.1	3.7	Van Buren	4.4	4.3
Hickman	3.2	3.2	Warren	4.3	4.5
Houston	4.4	4.0	Washington	3.3	3.1
Humphreys	3.6	3.3	Wayne	4.2	4.8
Jackson	4.4	3.9	Weakley	3.7	3.3
Jefferson	3.4	3.3	White	3.5	3.6
Johnson	2.9	3.0	Williamson	2.4	2.3
Knox	2.8	2.6	Wilson	2.7	2.5
Lake	4.5	4.6			

*Data Not Seasonally Adjusted



Statewide

Estimated Nonfarm Employment (in thousands)

Industry	October 2018	Revised Sep. 2019	Preliminary October 2019	Net Change	
				Oct. 2018 Oct. 2019	Oct. 2019 Oct. 2019
Total Nonfarm	3,102.8	3,136.1	3,142.9	40.1	6.8
Total Private	2,654.9	2,687.0	2,690.1	35.2	3.1
Goods-Producing	486.9	489.9	483.1	-3.8	-6.8
Mining, Logging, & Construction	134.4	130.7	130.4	-4.0	-0.3
Mining and Logging	4.4	4.5	4.5	0.1	0.0
Construction	130.0	126.2	125.9	-4.1	-0.3
Construction of Buildings	27.2	26.2	26.5	-0.7	0.3
Heavy and Civil Engineering Construction	17.9	18.2	18.6	0.7	0.4
Specialty Trade Contractors	84.9	81.8	80.8	-4.1	-1.0
Manufacturing	352.5	359.2	352.7	0.2	-6.5
Durable Goods Manufacturing	225.1	230.1	224.9	-0.2	-5.2
Wood Product Manufacturing	12.6	12.6	12.6	0.0	0.0
Nonmetallic Mineral Product Manufacturing	14.1	15.2	15.1	1.0	-0.1
Primary Metal Manufacturing	11.2	11.9	11.8	0.6	-0.1
Fabricated Metal Product Manufacturing	37.1	37.9	37.8	0.7	-0.1
Machinery Manufacturing	25.0	25.6	25.1	0.1	-0.5
Computer & Electronic Product Manufacturing	5.2	5.5	5.5	0.3	0.0
Electrical Equipment & Appliance Manufacturing	18.9	18.9	18.8	-0.1	-0.1
Transportation Equipment Manufacturing	74.6	75.5	71.2	-3.4	-4.3
Furniture & Related Product Manufacturing	9.5	9.6	9.6	0.1	0.0
Miscellaneous Manufacturing Durable Goods	16.9	17.4	17.4	0.5	0.0
Nondurable Goods Manufacturing	127.4	129.1	127.8	0.4	-1.3
Food Manufacturing	35.8	36.3	36.2	0.4	-0.1
Beverage & Tobacco Product Manufacturing	7.5	8.0	8.0	0.5	0.0
Paper Manufacturing	12.1	12.1	12.0	-0.1	-0.1
Printing & Related Support Activities	9.1	9.0	9.0	-0.1	0.0
Chemical Manufacturing	25.6	25.7	25.7	0.1	0.0
Plastics & Rubber Products Manufacturing	24.9	25.0	24.9	0.0	-0.1
Plastics Product Manufacturing	14.2	14.3	14.2	0.0	-0.1
Rubber Product Manufacturing	10.7	10.7	10.7	0.0	0.0
Service-Providing	2,615.9	2,646.2	2,659.8	43.9	13.6
Trade, Transportation, & Utilities	630.1	630.8	636.4	6.3	5.6
Wholesale Trade	120.6	119.3	119.8	-0.8	0.5
Merchant Wholesalers, Durable Goods	70.1	71.5	71.4	1.3	-0.1
Merchant Wholesalers, Nondurable Goods	42.7	40.5	41.2	-1.5	0.7
Wholesale Electronic Markets	7.8	7.3	7.2	-0.6	-0.1
Retail Trade	336.7	336.2	339.7	3.0	3.5
Motor Vehicle & Parts Dealers	47.3	47.2	47.3	0.0	0.1
Furniture & Home Furnishings Stores	10.0	10.1	10.3	0.3	0.2
Building Material, Garden Equipment, & Supplies	29.0	30.0	30.1	1.1	0.1
Food & Beverage Stores	54.4	53.9	54.4	0.0	0.5
Health & Personal Care Stores	23.5	23.2	23.4	-0.1	0.2
Gasoline Stations	23.6	24.4	24.2	0.6	-0.2
Clothing & Clothing Accessories Stores	23.6	22.7	23.2	-0.4	0.5
Sporting Goods, Hobby, Book, & Music Stores	12.3	11.9	12.1	-0.2	0.2
General Merchandise Stores	73.1	71.9	73.0	-0.1	1.1
Miscellaneous Store Retailers	18.0	16.5	16.8	-1.2	0.3
Nonstore Retailers	11.0	10.5	10.9	-0.1	0.4
Transportation, Warehousing, & Utilities	172.8	175.3	176.9	4.1	1.6
Utilities	3.6	3.5	3.5	-0.1	0.0
Transportation & Warehousing	169.2	171.8	173.4	4.2	1.6
Truck Transportation	58.9	59.1	59.2	0.3	0.1
Information	45.5	46.7	47.0	1.5	0.3
Financial Activities	163.4	168.9	168.6	5.2	-0.3
Finance & Insurance	122.4	125.6	125.9	3.5	0.3
Real Estate, Rental, & Leasing	41.0	43.3	42.7	1.7	-0.6
Professional & Business Services	422.6	429.4	429.8	7.2	0.4
Professional, Scientific, & Technical Services	141.7	144.3	146.6	4.9	2.3
Management of Companies & Enterprises	50.5	52.5	53.0	2.5	0.5
Administrative, Support, & Waste Management	230.4	232.6	230.2	-0.2	-2.4
Educational & Health Services	442.2	442.9	447.0	4.8	4.1
Educational Services	63.3	61.8	64.0	0.7	2.2
Health Care & Social Assistance	378.9	381.1	383.0	4.1	1.9
Ambulatory Health Care Services	153.0	155.4	156.7	3.7	1.3
Hospitals	111.3	111.7	111.4	0.1	-0.3
Nursing & Residential Care Facilities	63.9	63.4	64.0	0.1	0.6
Social Assistance	50.7	50.6	50.9	0.2	0.3
Leisure & Hospitality	344.0	358.1	358.4	14.4	0.3
Arts, Entertainment, & Recreation	41.0	46.4	45.3	4.3	-1.1
Accommodation & Food Services	303.0	311.7	313.1	10.1	1.4
Accommodation	40.0	40.1	40.4	0.4	0.3
Food Services & Drinking Places	263.0	271.6	272.7	9.7	1.1
Other Services	120.2	120.3	119.8	-0.4	-0.5
Government	447.9	449.1	452.8	4.9	3.7
Federal Government	49.1	50.6	50.1	1.0	-0.5
State Government	104.5	103.0	105.7	1.2	2.7
State Government Educational Services	63.1	61.6	64.2	1.1	2.6
Local Government	294.3	295.5	297.0	2.7	1.5
Local Government Educational Services	147.4	146.7	148.6	1.2	1.9

Nonfarm Employment & Labor Workforce Narrative

Total nonfarm employment increased by 40,100 jobs from October 2018 to October 2019. There were increases in leisure & hospitality services (up 14,400 jobs), which includes increases of 10,100 jobs in accommodation & food services; professional & business services (up 7,200 jobs), which includes increases of 4,900 jobs in professional/scientific/technical services; trade/transportation/utilities (up 6,300 jobs), which includes 3,000 jobs in retail trade; financial activities (up 5,200 jobs), which includes 3,500 jobs in finance & insurance; government (up 4,900 jobs), which includes increases of 2,700 jobs in local government; educational & health services (up 4,800 jobs), which includes an increase of 3,700 jobs in ambulatory health care services.

These increases were partially offset by a decrease in specialty trade contractors (down 4,100 jobs).

During the past month, nonfarm employment increased by 6,800 jobs. There were increases in trade/transportation/utilities (up 5,600 jobs), which includes increases of 3,500 jobs in retail trade; government (up 3,700 jobs), which includes increases of 2,600 jobs in state government educational services.

These increases were partially offset by decreases in durable goods manufacturing (down 5,200 jobs), which includes transportation equipment manufacturing (down 4,300 jobs).

Tennessee's seasonally adjusted estimated unemployment rate for October 2019 was 3.4 percent, unchanged from the revised September 2019 rate. The United States unemployment rate for October 2019 was 3.6 percent, up 0.1 percentage points from the revised September 2019 rate. In October 2018, the U.S. seasonally adjusted rate was 3.8 percent while the state rate was 3.3 percent.

The not seasonally adjusted unemployment rate decreased in 38 counties, increased in 33 counties, and remained the same in 24 counties. Williamson, Davidson, and Cheatham had the lowest rate at 2.3 percent. Both Davidson and Cheatham decreased by 0.1 percent from the September rate. The highest rate was Perry County at 8.0 percent, up from 3.5 percent.

The data from all the nonfarm employment estimates tables include all full- and part-time nonfarm wage and salary employees who worked during or received pay for any part of the pay period that includes the 12th of the month. This is a count of jobs by place of work. Agricultural workers, proprietors, self-employed persons, workers in private households, and unpaid family workers are excluded. These numbers may not add due to rounding. Data are based on the 2018 benchmark.

Civilian Labor Force

Civilian Labor Force Summary

	October 2018				September 2019				October 2019			
	Labor Force	Employment	Unemployed	Rate	Labor Force	Employment	Unemployed	Rate	Labor Force	Employment	Unemployed	Rate
Seasonally Adjusted												
U.S.	162,694,000	156,582,000	6,112,000	3.8	164,039,000	158,269,000	5,769,000	3.5	164,364,000	158,510,000	5,855,000	3.6
TENNESSEE	3,254,694	3,146,583	108,111	3.3	3,361,014	3,245,280	115,734	3.4	3,362,068	3,247,854	114,214	3.4
Not Seasonally Adjusted												
U.S.	162,723,000	156,952,000	5,771,000	3.5	163,943,000	158,478,000	5,465,000	3.3	164,576,000	159,067,000	5,510,000	3.3
TENNESSEE	3,259,609	3,152,814	106,795	3.3	3,348,862	3,244,200	104,662	3.1	3,355,432	3,249,079	106,353	3.2
Metropolitan Statistical Areas												
Chattanooga	272,203	262,886	9,317	3.4	277,417	269,028	8,389	3.0	277,205	268,830	8,375	3.0
Clarksville	115,031	110,597	4,434	3.9	119,513	114,902	4,611	3.9	119,161	114,386	4,775	4.0
Cleveland	57,630	55,648	1,982	3.4	58,556	56,568	1,988	3.4	58,733	56,841	1,892	3.2
Jackson	64,416	62,141	2,275	3.5	66,467	64,204	2,263	3.4	66,325	64,132	2,193	3.3
Johnson City	91,597	88,379	3,218	3.5	93,560	90,374	3,186	3.4	93,640	90,570	3,070	3.3
Kingsport	136,856	132,302	4,554	3.3	141,376	136,736	4,640	3.3	142,139	137,513	4,626	3.3
Knoxville	422,838	409,780	13,058	3.1	437,256	424,644	12,612	2.9	437,833	425,138	12,695	2.9
Memphis	636,392	611,449	24,943	3.9	648,021	621,699	26,322	4.1	646,985	622,117	24,868	3.8
Morristown	51,558	49,775	1,783	3.5	52,836	50,980	1,856	3.5	53,130	51,277	1,853	3.5
Nashville	1,052,647	1,025,335	27,312	2.6	1,081,323	1,054,947	26,376	2.4	1,087,653	1,059,747	27,906	2.6
Micropolitan Statistical Areas												
Athens	22,667	21,826	841	3.7	23,440	22,624	816	3.5	23,376	22,574	802	3.4
*Brownsville	7,696	7,310	386	5.0	7,795	7,444	351	4.5	7,796	7,460	336	4.3
Cookeville	48,968	47,309	1,659	3.4	50,500	48,851	1,649	3.3	50,431	48,837	1,594	3.2
Crossville	23,227	22,318	909	3.9	23,998	23,068	930	3.9	23,917	23,036	881	3.7
*Dayton	12,942	12,358	584	4.5	13,220	12,559	661	5.0	13,177	12,567	610	4.6
Dyersburg	16,425	15,738	687	4.2	16,661	15,882	779	4.7	16,636	15,886	750	4.5
Greeneville	29,710	28,371	1,339	4.5	30,519	29,156	1,363	4.5	30,385	29,068	1,317	4.3
Lawrenceburg	18,425	17,750	675	3.7	18,983	18,268	715	3.8	19,179	18,303	876	4.6
Lewisburg	15,388	14,892	496	3.2	15,638	15,168	470	3.0	15,986	15,181	805	5.0
Martin	16,268	15,663	605	3.7	16,645	16,087	558	3.4	16,692	16,149	543	3.3
McMinnville	16,725	16,004	721	4.3	16,750	16,120	630	3.8	16,851	16,097	754	4.5
Newport	14,768	14,187	581	3.9	15,272	14,699	573	3.8	15,117	14,539	578	3.8
Paris	14,300	13,714	586	4.1	14,752	14,208	544	3.7	14,660	14,123	537	3.7
Sevierville	53,064	51,653	1,411	2.7	55,793	54,490	1,303	2.3	55,378	54,076	1,302	2.4
Shelbyville	20,310	19,591	719	3.5	21,000	20,259	741	3.5	20,950	20,202	748	3.6
Tullahoma	49,383	47,821	1,562	3.2	50,755	49,172	1,583	3.1	50,904	49,375	1,529	3.0
Cities												
Bartlett	31,300	30,396	904	2.9	31,952	31,054	898	2.8	31,913	31,065	848	2.7
Brentwood	22,226	21,702	524	2.4	22,849	22,319	530	2.3	22,929	22,425	504	2.2
Bristol	11,728	11,294	434	3.7	12,084	11,681	403	3.3	12,119	11,725	394	3.3
Chattanooga	85,555	82,425	3,130	3.7	87,735	84,765	2,970	3.4	87,660	84,743	2,917	3.3
Clarksville	62,226	59,853	2,373	3.8	64,902	62,481	2,421	3.7	64,545	62,174	2,371	3.7
Cleveland	20,632	19,912	720	3.5	20,990	20,238	752	3.6	21,065	20,335	730	3.5
Collierville	26,034	25,329	705	2.7	26,585	25,876	709	2.7	26,582	25,886	696	2.6
Columbia	18,259	17,658	601	3.3	18,711	18,177	534	2.9	19,901	18,259	1,642	8.3
Cookeville	14,038	13,551	487	3.5	14,441	13,920	521	3.6	14,410	13,915	495	3.4
Franklin	45,578	44,536	1,042	2.3	46,834	45,803	1,031	2.2	47,006	46,021	985	2.1
Gallatin	19,718	19,169	549	2.8	20,270	19,714	556	2.7	20,379	19,805	574	2.8
Germantown	20,056	19,509	547	2.7	20,461	19,931	530	2.6	20,462	19,938	524	2.6
Hendersonville	32,802	31,960	842	2.6	33,671	32,870	801	2.4	33,810	33,021	789	2.3
Jackson	32,192	30,970	1,222	3.8	33,204	31,958	1,246	3.8	33,104	31,915	1,189	3.6
Johnson City	31,691	30,656	1,035	3.3	32,353	31,341	1,012	3.1	32,375	31,405	970	3.0
Kingsport	22,788	21,967	821	3.6	23,569	22,720	849	3.6	23,648	22,806	842	3.6
Knoxville	96,357	93,455	2,902	3.0	99,655	96,810	2,845	2.9	99,673	96,912	2,761	2.8
LaVergne	19,479	18,967	512	2.6	20,029	19,517	512	2.6	20,103	19,602	501	2.5
Lebanon	15,494	15,009	485	3.1	15,915	15,454	461	2.9	16,007	15,524	483	3.0
Maryville	13,662	13,266	396	2.9	14,137	13,748	389	2.8	14,170	13,766	404	2.9
Memphis	294,805	281,886	12,919	4.4	300,642	287,979	12,663	4.2	300,090	288,083	12,007	4.0
Morristown	11,498	11,074	424	3.7	11,788	11,342	446	3.8	11,866	11,408	458	3.9
*Mount Juliet	19,125	18,627	498	2.6	19,642	19,179	463	2.4	19,713	19,266	447	2.3
Murfreesboro	78,052	76,004	2,048	2.6	80,212	78,205	2,007	2.5	80,482	78,545	1,937	2.4
Nashville	400,460	390,307	10,153	2.5	411,070	401,348	9,722	2.4	412,647	403,141	9,506	2.3
Oak Ridge	14,141	13,655	486	3.4	14,579	14,144	435	3.0	14,611	14,160	451	3.1
Smyrna	27,938	27,247	691	2.5	28,716	28,037	679	2.4	28,831	28,158	673	2.3
Spring Hill	22,011	21,473	538	2.4	22,602	22,089	513	2.3	22,928	22,193	735	3.2

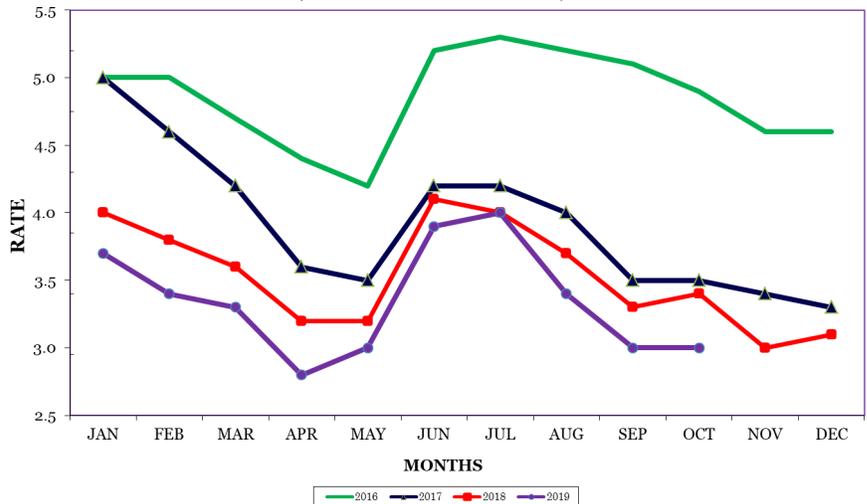
*2016 Census changes: **Micropolitan Areas**-Dayton and Brownsville added, Columbia, Harriman, Humboldt, LaFollette deleted. **Cities**: Mount Juliet added and Union City deleted.

Chattanooga MSA

Total nonfarm employment in the Chattanooga MSA increased by 600 jobs from September 2019 to October 2019. There was an increase in trade/transportation/utilities (up 500 jobs), which includes an increase of 300 jobs in retail trade. This increase was partially offset by declines of 100 jobs in both leisure & hospitality and professional & business services.

During the past 12 months, nonfarm employment increased by 3,500 jobs. During the year, goods-producing jobs increased by 1,700 jobs while service-providing jobs increased by 1,800 jobs.

**CHATTANOOGA MSA
UNEMPLOYMENT RATES**
(NOT SEASONALLY ADJUSTED)

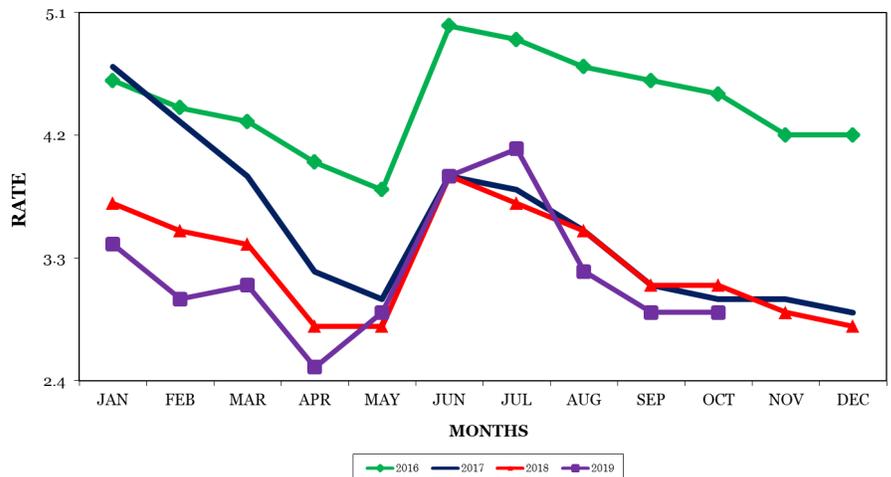


Estimated Nonfarm Employment (in thousands)

Industry	October 2018	Revised September 2019	Preliminary October 2019	Net Change Oct. 2018 to Oct. 2019	Net Change Sep. 2019 to Oct. 2019
Total Nonfarm	265.1	268.0	268.6	3.5	0.6
Total Private	226.3	228.8	229.3	3.0	0.5
Goods-Producing	45.8	47.4	47.5	1.7	0.1
Mining, Logging, & Construction	11.4	11.9	11.9	0.5	0.0
Manufacturing	34.4	35.5	35.6	1.2	0.1
Durable Goods Manufacturing	19.3	20.3	20.3	1.0	0.0
Nondurable Goods Manufacturing	15.1	15.2	15.3	0.2	0.1
Service-Providing	219.3	220.6	221.1	1.8	0.5
Trade, Transportation, & Utilities	52.8	54.1	54.6	1.8	0.5
Wholesale Trade	8.3	8.3	8.4	0.1	0.1
Retail Trade	27.6	28.3	28.6	1.0	0.3
Transportation, Warehousing, & Utilities	16.9	17.5	17.6	0.7	0.1
Information	3.3	3.3	3.3	0.0	0.0
Financial Activities	16.6	16.9	16.9	0.3	0.0
Professional & Business Services	30.7	31.5	31.4	0.7	-0.1
Educational & Health Services	35.1	34.0	34.1	-1.0	0.1
Leisure & Hospitality	30.3	29.7	29.6	-0.7	-0.1
Other Services	11.7	11.9	11.9	0.2	0.0
Government	38.8	39.2	39.3	0.5	0.1
Federal Government	5.4	5.5	5.4	0.0	-0.1
State Government	7.6	7.9	8.1	0.5	0.2
Local Government	25.8	25.8	25.8	0.0	0.0

Knoxville MSA

KNOXVILLE MSA UNEMPLOYMENT RATES (NOT SEASONALLY ADJUSTED)



Total nonfarm employment in the Knoxville MSA increased by 1,100 jobs from September 2019 to October 2019. There were increases in government (up 800 jobs), which includes an increase of 400 jobs in state government, retail trade (up 600 jobs), and leisure & hospitality (up 600 jobs).

These increases were partially offset by a decline of 400 jobs in durable goods manufacturing, and 200 jobs in professional & business services.

During the past 12 months, nonfarm employment increased by 8,600 jobs. During the year, goods-producing jobs decreased by 600 jobs while service-providing jobs increased by 9,200 jobs.

Estimated Nonfarm Employment (in thousands)

Industry	October 2018	Revised	Preliminary	Net Change	
		September 2019	October 2019	Oct. 2018	Sep. 2019
	2018	2019	2019	Oct. 2019	Oct. 2019
Total Nonfarm	403.4	410.9	412.0	8.6	1.1
Total Private	342.3	349.5	349.8	7.5	0.3
Goods-Producing	59.9	59.7	59.3	-0.6	-0.4
Mining, Logging, & Construction	19.2	17.8	17.9	-1.3	0.1
Manufacturing	40.7	41.9	41.4	0.7	-0.5
Durable Goods Manufacturing	30.5	31.5	31.1	0.6	-0.4
Nondurable Goods Manufacturing	10.2	10.4	10.3	0.1	-0.1
Service-Providing	343.5	351.2	352.7	9.2	1.5
Trade, Transportation, & Utilities	78.6	80.2	80.8	2.2	0.6
Wholesale Trade	16.3	16.4	16.4	0.1	0.0
Retail Trade	48.2	49.2	49.8	1.6	0.6
Transportation, Warehousing, & Utilities	14.1	14.6	14.6	0.5	0.0
Information	5.9	5.8	5.8	-0.1	0.0
Financial Activities	19.5	20.2	20.0	0.5	-0.2
Professional & Business Services	63.7	65.3	65.1	1.4	-0.2
Educational & Health Services	55.2	56.1	56.1	0.9	0.0
Leisure & Hospitality	43.9	46.4	47.0	3.1	0.6
Other Services	15.6	15.8	15.7	0.1	-0.1
Government	61.1	61.4	62.2	1.1	0.8
Federal Government	5.4	5.5	5.4	0.0	-0.1
State Government	20.7	21.4	21.8	1.1	0.4
Local Government	35.0	34.5	35.0	0.0	0.5

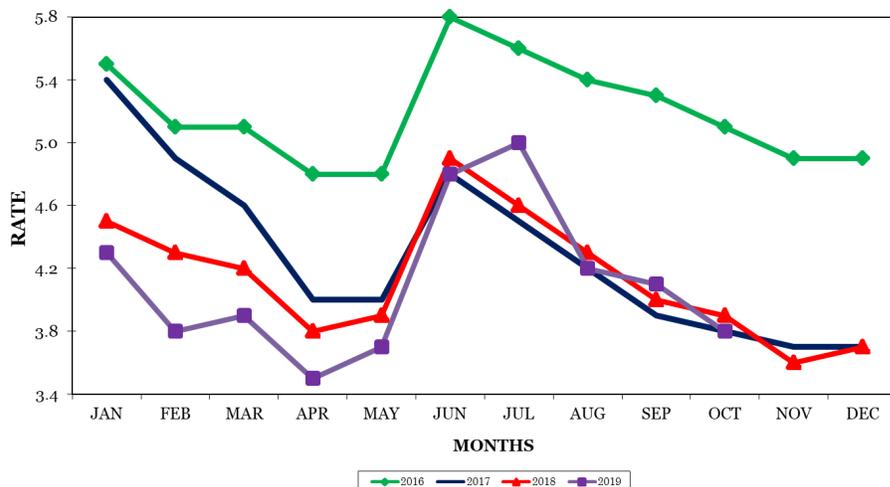
Memphis MSA

Total nonfarm employment in the Memphis MSA increased by 1,500 jobs from September 2019 to October 2019. There were increases in educational & health services (up 1,800 jobs), trade/transportation/utilities (up 1,400 jobs), and state government (up 700 jobs).

This was partially offset by decreases in administrative/support/waste management (down 2,000 jobs), and durable goods manufacturing and local government (both down 300 jobs).

During the past 12 months, nonfarm employment increased by 3,800 jobs. During that time, goods-producing jobs decreased by 400 jobs, while service providing jobs increased by 4,200 jobs.

**MEMPHIS MSA
UNEMPLOYMENT RATES
(NOT SEASONALLY ADJUSTED)**



Estimated Nonfarm Employment (in thousands)

Industry	October 2018	Revised September 2019	Preliminary October 2019	Net Change Oct. 2018 to Oct. 2019	Net Change Sep. 2019 to Oct. 2019
Total Nonfarm	655.7	658.0	659.5	3.8	1.5
Total Private	569.7	571.6	572.5	2.8	0.9
Goods-Producing	68.1	68.5	67.7	-0.4	-0.8
Mining, Logging, & Construction	24.4	24.3	23.9	-0.5	-0.4
Manufacturing	43.7	44.2	43.8	0.1	-0.4
Durable Goods Manufacturing	25.9	26.5	26.2	0.3	-0.3
Nondurable Goods Manufacturing	17.8	17.7	17.6	-0.2	-0.1
Service-Providing	587.6	589.5	591.8	4.2	2.3
Trade, Transportation, & Utilities	175.8	174.4	175.8	0.0	1.4
Wholesale Trade	35.3	35.2	35.6	0.3	0.4
Retail Trade	67.2	67.0	67.4	0.2	0.4
Transportation, Warehousing, & Utilities	73.3	72.2	72.8	-0.5	0.6
Information	5.3	5.3	5.3	0.0	0.0
Financial Activities	29.7	29.7	29.5	-0.2	-0.2
Professional & Business Services	98.3	100.1	98.1	-0.2	-2.0
Professional, Scientific, & Technical Services	24.2	24.0	24.0	-0.2	0.0
Management of Companies & Enterprises	9.6	10.0	10.0	0.4	0.0
Administrative, Support, & Waste Management	64.5	66.1	64.1	-0.4	-2.0
Educational & Health Services	96.9	94.9	96.7	-0.2	1.8
Leisure & Hospitality	68.4	71.7	72.3	3.9	0.6
Other Services	27.2	27.0	27.1	-0.1	0.1
Government	86.0	86.4	87.0	1.0	0.6
Federal Government	13.5	13.5	13.7	0.2	0.2
State Government	17.7	17.3	18.0	0.3	0.7
Local Government	54.8	55.6	55.3	0.5	-0.3



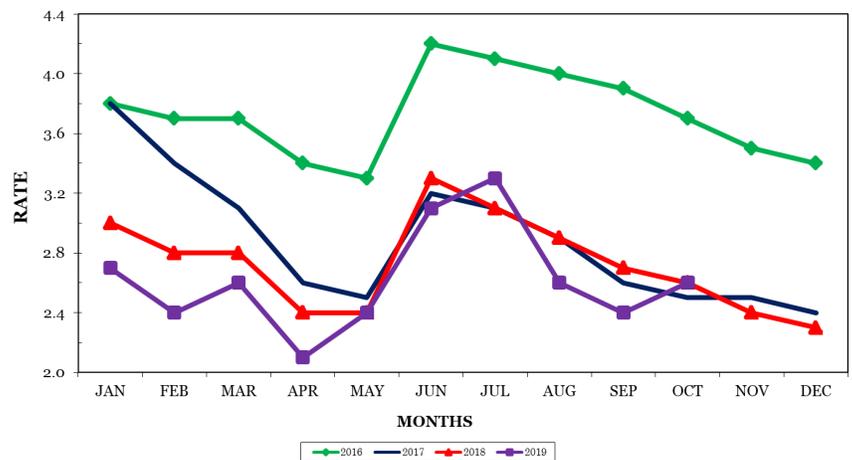
Nashville MSA

Total nonfarm employment in the Nashville MSA increased by 2,900 jobs from September 2019 to October 2019. There were increases in trade/transportation/utilities (up 3,500 jobs), educational & health services (up 1,600 jobs), professional & business services (up 1,500 jobs), and state government (up 1,200 jobs).

These increases were partially offset by decreases in durable goods manufacturing (down 3,600 jobs), leisure & hospitality (down 1,600 jobs), and administrative/support/waste management (down 900 jobs).

During the past 12 months, nonfarm employment increased by 14,700 jobs. During that time, goods-producing jobs decreased by 5,200 jobs, while service-providing increased by 19,900 jobs.

**NASHVILLE MSA
UNEMPLOYMENT RATES
(NOT SEASONALLY ADJUSTED)**



Estimated Nonfarm Employment (in thousands)

Industry	October 2018	Revised September 2019	Preliminary October 2019	Net Change Oct. 2018 to Oct. 2019	Net Change Sep. 2019 to Oct. 2019
Total Nonfarm	1,028.4	1,040.2	1,043.1	14.7	2.9
Total Private	905.9	918.3	919.9	14.0	1.6
Goods-Producing	132.2	130.2	127.0	-5.2	-3.2
Mining, Logging, & Construction	47.9	46.1	46.6	-1.3	0.5
Manufacturing	84.3	84.1	80.4	-3.9	-3.7
Durable Goods Manufacturing	59.7	59.1	55.5	-4.2	-3.6
Nondurable Goods Manufacturing	24.6	25.0	24.9	0.3	-0.1
Service-Providing	896.2	910.0	916.1	19.9	6.1
Trade, Transportation, & Utilities	196.2	197.0	200.5	4.3	3.5
Wholesale Trade	42.4	41.8	41.8	-0.6	0.0
Retail Trade	100.8	98.9	100.6	-0.2	1.7
Transportation, Warehousing, & Utilities	53.0	56.3	58.1	5.1	1.8
Information	23.4	23.9	24.2	0.8	0.3
Financial Activities	69.0	71.4	71.6	2.6	0.2
Professional & Business Services	168.9	171.8	173.3	4.4	1.5
Professional, Scientific, & Technical Services	66.1	64.9	66.9	0.8	2.0
Management of Companies & Enterprises	22.6	23.2	23.6	1.0	0.4
Administrative, Support, & Waste Management	80.2	83.7	82.8	2.6	-0.9
Educational & Health Services	154.8	156.0	157.6	2.8	1.6
Educational Services	29.8	30.0	30.6	0.8	0.6
Health Care & Social Assistance	125.0	126.0	127.0	2.0	1.0
Leisure & Hospitality	118.3	124.7	123.1	4.8	-1.6
Other Services	43.1	43.3	42.6	-0.5	-0.7
Government	122.5	121.9	123.2	0.7	1.3
Federal Government	14.0	14.4	14.4	0.4	0.0
State Government	31.9	30.0	31.2	-0.7	1.2
Local Government	76.6	77.5	77.6	1.0	0.1



Nonfarm Employment (Smaller MSAs)

	Clarksville, TN-KY MSA		Cleveland, TN MSA		Jackson, TN MSA	
	Sep. 2019 Revised	Oct. 2019 Prelim.	Sep. 2019 Revised	Oct. 2019 Prelim.	Sep. 2019 Revised	Oct. 2019 Prelim.
Total Nonfarm	95,700	95,400	47,000	47,200	70,900	70,800
Total Private	76,000	75,800	41,400	41,600	56,400	56,100
Goods Producing	16,900	17,200	11,000	10,900	14,300	14,300
Mining, Logging & Construction	3,400	3,400	1,900	1,900	2,900	2,800
Manufacturing	13,500	13,800	9,100	9,000	11,400	11,500
Service Providing	78,800	78,200	36,000	36,300	56,600	56,500
Trade, Transportation, & Utilities	18,100	17,800	9,600	9,600	12,800	12,800
Wholesale Trade	N.A.	N.A.	800	800	3,100	3,100
Retail Trade	13,100	12,900	4,900	4,900	8,100	8,100
Transportation, Warehousing, & Utilities	2,600	2,600	3,900	3,900	1,600	1,600
Information	1,100	1,100	300	300	400	400
Financial Activities	3,100	3,100	1,300	1,300	2,100	2,100
Professional & Business Services	8,900	8,700	5,300	5,700	7,500	7,500
Educational & Health Services	12,500	12,400	5,900	5,900	10,700	10,800
Leisure & Hospitality	12,300	12,400	5,600	5,500	6,600	6,300
Other Services	3,100	3,100	2,400	2,400	2,000	1,900
Government	19,700	19,600	5,600	5,600	14,500	14,700
Federal Government	5,300	5,100	300	300	500	500
State Government	3,400	3,500	800	800	2,000	2,100
Local Government	11,000	11,000	4,500	4,500	12,000	12,100

	Johnson City, TN MSA		Kingsport-Bristol, TN-VA MSA		Morristown, TN MSA	
	Sep. 2019 Revised	Oct. 2019 Prelim.	Sep. 2019 Revised	Oct. 2019 Prelim.	Sep. 2019 Revised	Oct. 2019 Prelim.
Total Nonfarm	82,300	82,600	124,000	124,800	46,700	47,200
Total Private	64,700	64,700	107,800	108,400	40,000	40,300
Goods Producing	10,100	10,100	27,300	27,300	14,100	14,100
Mining, Logging & Construction	2,300	2,300	6,000	6,000	1,900	1,900
Manufacturing	7,800	7,800	21,300	21,300	12,200	12,200
Service Providing	72,200	72,500	96,700	97,500	32,600	33,100
Trade, Transportation, & Utilities	13,300	13,300	23,300	23,500	9,500	9,600
Wholesale Trade	2,400	2,400	3,300	3,300	1,100	1,100
Retail Trade	10,000	10,000	15,200	15,400	5,800	5,900
Transportation, Warehousing, & Utilities	900	900	4,800	4,800	2,600	2,600
Information	1,200	1,200	1,200	1,200	300	300
Financial Activities	4,300	4,400	3,700	3,700	900	900
Professional & Business Services	8,500	8,500	13,300	13,500	4,100	4,100
Educational & Health Services	14,500	14,600	18,900	18,900	5,600	5,800
Leisure & Hospitality	10,100	10,000	14,400	14,600	4,200	4,200
Other Services	2,700	2,600	5,700	5,700	1,300	1,300
Government	17,600	17,900	16,200	16,400	6,700	6,900
Federal Government	3,000	3,000	900	900	300	300
State Government	6,600	6,900	2,500	2,500	1,400	1,500
Local Government	8,000	8,000	12,800	13,000	5,000	5,100

Clarksville MSA is Montgomery County, Christian County, KY, & Trigg County, KY. **Cleveland MSA** is Bradley & Polk counties. **Jackson MSA** is Chester, Crockett, & Madison counties. **Johnson City MSA** is Carter, Unicoi, & Washington counties. **Kingsport-Bristol MSA** is Hawkins County, Sullivan County, Scott County, VA, Washington County, VA, & Bristol City, VA. **Morristown MSA** is Hamblen & Jefferson counties.

U.S. Consumer Price Index — October 2019

Group	All Urban Consumers			Wage & Clerical Earners		
	Index	Percent Change		Index	Percent Change	
		Yearly	Monthly		Yearly	Monthly
U.S. City Average						
All Items (1982-84=100)	257.346	1.8	0.2	250.894	1.6	0.3
Food and beverages	259.284	2.0	0.2	258.143	2.0	0.3
Housing	267.794	2.9	0.0	263.786	2.9	0.0
Apparel	126.154	-2.3	-0.7	126.099	-2.1	-0.5
Transportation	210.487	-1.4	0.5	209.985	-1.8	0.5
Medical care	506.100	4.3	0.9	511.994	4.7	1.0
South						
All Items (1982-84=100)	247.423	1.3	0.2	242.824	1.1	0.2
Food and beverages	256.171	2.0	0.3	255.020	2.0	0.4
Housing	246.044	3.0	0.1	246.262	3.0	0.1
Apparel	132.967	-3.5	-1.0	131.686	-3.7	-0.9
Transportation	208.663	-2.7	0.3	206.049	-3.3	0.2
Medical care	476.689	3.2	0.3	486.477	3.6	0.3

Hours And Earnings Of Production Workers

	Average Weekly Earnings			Average Hourly Earnings			Average Weekly Hours		
	Oct.	Sep.	Oct.	Oct.	Sep.	Oct.	Oct.	Sep.	Oct.
	2018	2019	2019	2018	2019	2019	2018	2019	2019
Manufacturing	\$835.56	\$855.54	\$839.26	\$19.80	\$20.37	\$20.42	42.2	42.0	41.1
Durable Goods Manufacturing	\$858.21	\$884.94	\$865.24	\$20.63	\$21.07	\$20.95	41.6	42.0	41.3
Non-Durable Goods Manufacturing	\$795.20	\$801.55	\$795.19	\$18.45	\$19.13	\$19.49	43.1	41.9	40.8

All Employee Hours And Earnings

	Average Weekly Earnings			Average Hourly Earnings			Average Weekly Hours		
	Oct.	Sep.	Oct.	Oct.	Sep.	Oct.	Oct.	Sep.	Oct.
	2018	2019	2019	2018	2019	2019	2018	2019	2019
Total Private	\$837.09	\$871.84	\$852.93	\$23.58	\$24.49	\$24.30	35.5	35.6	35.1
Goods-Producing	\$1,030.45	\$1,064.96	\$1,043.77	\$24.83	\$25.60	\$25.52	41.5	41.6	40.9
Mining, Logging & Construction	\$1,076.28	\$1,097.46	\$1,086.75	\$25.81	\$26.13	\$26.26	41.7	42.0	41.4
Manufacturing	\$1,014.68	\$1,051.56	\$1,027.68	\$24.45	\$25.40	\$25.25	41.5	41.4	40.7
Private Service-Providing	\$792.48	\$827.30	\$810.19	\$23.24	\$24.19	\$23.97	34.1	34.2	33.8
Trade, Transportation, & Utilities	\$720.19	\$787.69	\$767.29	\$21.12	\$22.57	\$22.37	34.1	34.9	34.3
Information	\$1,164.70	\$1,125.35	\$1,091.05	\$30.65	\$29.85	\$29.81	38.0	37.7	36.6
Financial Activities	\$1,166.03	\$1,320.41	\$1,268.50	\$30.13	\$33.77	\$33.12	38.7	39.1	38.3
Professional & Business Services	\$1,028.74	\$1,039.07	\$1,020.54	\$27.36	\$28.39	\$27.96	37.6	36.6	36.5
Education & Health Services	\$815.58	\$821.75	\$811.58	\$23.64	\$23.75	\$23.87	34.5	34.6	34.0
Leisure & Hospitality	\$411.75	\$408.48	\$413.11	\$15.25	\$14.80	\$14.86	27.0	27.6	27.8
Other Services	\$692.08	\$740.87	\$731.88	\$21.10	\$23.08	\$22.80	32.8	32.1	32.1

TENNESSEE & UNITED STATES UNEMPLOYMENT RATES

(Seasonally Adjusted/ TN Solid Line)

